

BEEP! BEEP! THE ROADRUNNER NEWS

The Official Newsletter of Southwest Federal Credit Union



Letter from the CEO and Chairman of the Board

As was reported to you in the May 2024 Chairman's Report and our 2024 Summer Newsletter, your Board of Directors has been investigating a potential merger with another credit union. We are thrilled to announce that Southwest Federal Credit Union will be merging with First Financial Credit Union to create a stronger, more comprehensive financial institution. This partnership is an exciting opportunity to bring you expanded resources, enhanced services, and continued dedication to meeting your financial needs.

What This Merger Means for You

By combining the strengths of both credit unions, we'll be able to offer:

- **Expanded Branch Access:** Enjoy a network of 20 branches in Albuquerque, Rio Rancho, Bernalillo, Farmington, Gallup, Silver City, Deming, Las Cruces, Portales, Zuni and Pinehill.
- **Enhanced Product Offerings:** Look forward to new and improved products, services, and financial tools to help you achieve your goals.
- **Continued Commitment to Service:** Our focus on providing exceptional member service remains unchanged.

HERE'S WHAT YOU SHOULD KNOW:

Holiday Closures:

January 1, 2025

New Year's Day

January 20, 2025

MLK Jr. Day

February 17, 2025

Washington's Birthday

May 26, 2025

Memorial Day

Letter from the CEO and Chairmain Con't

Our Commitment to You

This merger is grounded in a shared vision between First Financial and Southwest, to better serve our members and communities. Together, Southwest Federal Credit Union and First Financial Credit Union will continue to prioritize your financial well-being, delivering innovative solutions and personalized support.

We understand you may have questions about this transition. Please take a moment to review the Q & A's attached. If you have further questions, please don't hesitate to reach out to us:

- *Phone: Call us at 505-243-6751.*
- *Email: Contact us at info@sfcunm.org.*
- *In-Person: Visit any branch location for assistance.*

Remodeling your home or consolidating debt?

Our home equity line of credit (HELOC) rates are as low as 5.99%* for a limited time. Contact a loan officer today for details! Call 505-243-6751 or email loans@sfcunm.org

*Rates are for qualified borrowers and are subject to change without notice. Introductory rate of 5.99% APR is for the first 6 months. At the end of the introductory term, the rate reverts to rate according to credit score at time of application. Applications opened 7/1/24 and funded by 12/31/24.

Certificate of Deposit Rate Changes:

You can get a 3-month CD at 1.5% APR, or a 6 month CD at 4% APR. Come in and see a Member Service Representative for details.

Debit or Credit Card Missing?

To protect your account, immediately call 888-241-2510 to avoid any unauthorized transactions.



Locations

8111 Harper Rd. NE, Albuquerque, NM 87111
7600 4th St. NW, Los Ranchos de Albuquerque, NM 87107
111 S. Miller, Farmington, NM 87401

Autosmart:

Search for a new or used car by using the AUTOSMART link on our website. You can find it under the "Loans" tab. From there, you can click on "Autosmart." This link will provide you with vehicle choices across many dealers. Once you find your dream car, you can get pre-approved by applying for a loan on-line.

CARFAX:

Have you found the used car of your dreams? Check out a vehicle's history using CARFAX, a service free to you. From our website, you can find it under the Loans tab then click on "Autos"

Visit www.sfcunm.org to view our Notice of Your Financial Privacy Rights

24/7 Live Member Service

(505) 243-6751 | (800) 880-7974

Your savings federally insured to at least \$250,000, and backed by the full faith and credit of the United States Government. National Credit Union Administration, a U.S. Government Agency.





P.O. Box 95410
Albuquerque, NM 87199

Dear Valued Southwest Federal Credit Union Member,

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Key Details of the Transition

- **Timeline:** The merger will officially take place mid-year 2025.
- **Account Access:** Your current accounts will transition automatically. There is no action required on your part at this time.
- **Membership Benefits:** Your membership with Southwest Federal Credit Union will automatically carry over, ensuring uninterrupted service.
- **Communication:** We will keep you informed every step of the way with updates and details about the merger process.

Our Commitment to You

This merger is grounded in a shared vision between First Financial and Southwest, to better serve our members and communities. Together, Southwest Federal Credit Union and First Financial Credit Union will continue to prioritize your financial well-being, delivering innovative solutions and personalized support.

Questions?

We understand you may have questions about this transition. Please take a moment to review the Q & A's attached. If you have further questions, please don't hesitate to reach out to us:

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- **Email:** Contact us at info@sfcunm.org.
- **In-Person:** Visit any branch location for assistance.

We are honored to have you as a member and excited about the opportunities this merger brings. Thank you for your trust and loyalty as we take this next step together.


Sincerely,

 Randy Lunsford, CEO
 Al Putzig, Chairman
Randy Lunsford, CEO
Al Putzig, Chairman
Southwest Federal Credit Union


Southwest Federal Credit Union and First Financial Credit Union

Merger Q & A

What does the merger mean to me?

-  This merger is expected to provide an overall improvement in most if not all, of the following areas:
- Services to Members
 - Career Opportunities for Staff
 - Enhanced Presence in our Communities
 - Greater Financial Performance
 - Long term Stability and Viability
 - You will automatically become a member of the First Financial Credit Union. In addition to shared branching, you will have access to your accounts at any First Financial location.
 - First Financial Credit Union (FFCU) will have 20 branches throughout New Mexico, including Albuquerque, Rio Rancho, Bernalillo, Gallup, Farmington, Portales, Zuni, Pine Hill, Silver City, Deming, and Las Cruces.


How will this affect my membership in the credit union?

 All current members and their families will continue to be eligible for membership. All employees of our Select Employee Groups (SEGs) will continue to be eligible for membership.


Who will be eligible to join this new credit union?

 First Financial already has hundreds of Select Employer Groups and options for membership eligibility. Any individual living or working in New Mexico is eligible to join.


Will my account number change?

 Your account number will not change immediately. However, once the computer systems of the two credit unions are combined, your account number will change. For most members, the new account numbers will be similar to the old account numbers, but with a few additional characters at the beginning and end.


Will I have to change my checks?

 Yes. After conversion, the routing number will change, and any old SFCU checks should be destroyed at that time. All members with a SFCU Checking Account (that uses checks) will receive an initial supply of checks FREE of charge in the mail prior to conversion. Checks you wrote on your account prior to conversion will still be valid and can be cashed after conversion.

Will my debit card still work?

 Yes. Your SFCU debit card will still work until conversion. New FFCU debit cards will be mailed to members before the conversion is complete. Members may begin using their new FFCU cards after conversion.

Will I be issued a new credit card?

 Yes. If you have a SFCU credit card, a new FFCU credit card will be mailed to you. Members will be able to use their SFCU credit cards until they receive their new FFCU credit card. Your old credit card will work until your new credit card is activated.

Q Will my online banking access change?

A Yes. After conversion members can go to www.ffnm.org and click on the sign up button under the First Link Online Banking sign in area on the website. Members must use their new FFCU account number when enrolling. If you have questions when enrolling for your new online account, please use our live chat online or call 800-342-8298.

Q Will my direct deposit or payroll deduction stay the same?

A Maybe, if you currently have a direct deposit or payroll deduction that is initiated by SFCU, nothing will change. However, if your direct deposit or payroll deduction is initiated by an external company (social security, employer, etc.) you will need to reach out to them directly and provide your new FFCU account number (MICR).

Q Do I have to do anything about automatic payments coming out of my account?

A Maybe, it will depend on where the automatic payments are generated. If SFCU currently generates your automatic payment (e.g., a loan payment at SFCU), then you will not need to make any updates or changes. If an external company is deducting from your SFCU account, you will need to update that company with your new account information.

Q What about fees or service charges?

A Our fee schedule is available on the First Financial Credit Union's website www.ffnm.org.

Q What about the staff of SFCU?

A The SFCU branches in Albuquerque, North Valley, and Farmington will remain open and staffed by the friendly faces you're used to seeing.

Q Will there be a new name for the combined credit unions?

A Once combined, the credit union will work under the First Financial name.

Q When will the merger take place?

A We anticipate the effective date of the merger to be Quarter 2, 2025. However, the actual data conversion to one system will be in later in 2025.

Q What if I have more questions?

A We will update both websites regularly as additional information becomes available. But if you have other questions or concerns not addressed here, feel free to live chat with us at www.ffnm.org, call us at 800-342-8298, or ask any staff member at SFCU.

FFCU BRANCH LOCATIONS

ALBUQUERQUE:

Renaissance: 4910 Union Way NE

San Mateo: 2700 San Mateo NE

Coors: 6100 Coors Blvd NW, Suite J

South Valley: 3045 Avanzando Rd SW

Juan Tabo: 831 Juan Tabo NE, Suite A

Academy: 10400 Academy NE, Suite 150

RIO RANCHO:

2201 Rio Rancho Blvd SE

BERNALILLO:

165 E HWY 550

GALLUP AREA:

Downtown Gallup: 307 W Aztec Ave

Mesa View: 1383 N. HWY 491

PINE HILL:

Located in the Pine Hill Market, Route 125

ZUNI BRANCH:

1202 East Highway 53

PORTALES BRANCH:

700 W. 2nd St.

FARMINGTON BRANCH:

4919 E. Main St. Suite 103

DEMING BRANCH:

801 East Cedar St.

SILVER CITY BRANCH:

2290 Superior Street

LAS CRUCES:

901 E. University Ave, Suite Q